

SECTION C
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

1. **BACKGROUND**

The National Park Services uses original renderings of illustrations for reproduction for use in printed materials, exhibits, and multimedia.

2. **PURPOSE**

The purpose of this contract is to provide original renderings of illustrations for reproduction for use in printed materials, exhibits, and multimedia.

All work to be performed under this contract will be directed by the Government through issuance of individual Task Orders in accordance with procedures outlined in Section G of this contract. In no event will the Government be responsible for any work performed by the Contractor that is not undertaken pursuant to a duly executed Task Order signed by the Contracting Officer.

3. **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide all services including labor, materials, equipment, facilities, and travel (except as otherwise specified in this contract) necessary to provide original renderings of illustrations for reproduction for use in outdoor and indoor exhibit production, printed media reproduction (publications, folders, handbooks), audiovisual media, and historic furnishings for the National Park Service.

Illustrations rendered under this contract shall be equal to the interpretive graphics used by the National Park Service (Attachment A), or found in current educational publications such as National Geographic Magazine and Time-Life Books.

Specifically, the following capabilities are required:

- A. The Contractor shall produce original illustrations of various subjects from an approved layout and graphic reference provided by the National Park Service to be reproduced for use in printed materials, exhibits, and multimedia. Final art must be reproducible in a variety of techniques such as silkscreen, photographic prints, four-color process and digital imaging.
- B. The Contractor shall develop a minimum of one rough for each illustration and a technique sample to be used for the finals. Scale of roughs will vary from 200% - 50% of actual reproduced size.
- C. After National Park Service approval of the roughs and technique sample, final renderings shall be done at the scale defined in each specific Task Order and rendered using the previously approved media and substrate. The Contractor shall make final corrections or adjustments to the illustration following National Park Service review of the final rendering.
- D. Finished illustrations intended for line reproduction must be rendered in a clean, accurate fashion. Illustrations will be rendered in techniques both black and white and color which will create good color separation when filtered or scanned. All illustrations shall have the park name, exhibit number and graphic number clearly printed in the lower right hand corner.
- E. The following subjects may be required for an individual job, or from job to job: wildlife, botany, anthropology, archaeology, geology, architecture, period furnishings, military history, and cultural history. Evidence of an ability to render accurately human and animal anatomy in unique situations, i.e. historic context or natural environments, is also necessary.
- F. The ability to interpret a variety of reference materials into an original and cohesive visual unit is necessary. Reference could include written descriptions, schematic or mechanical drawings, statistical material, on-site visits, or facsimiles of objects, places or details.
- G. It is essential that a rendering technique be established throughout an illustration despite the variety of reference materials employed or subjects covered by that particular job.

The National Park Service will furnish, as appropriate, required data, materials, and access to project information necessary to perform the production required.